

Attorney Docket: 100-062USA000

**COMBINED DECLARATION OF INVENTORSHIP
AND POWER OF ATTORNEY**

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first and joint inventor of the claimed subject matter of the invention disclosed in U.S. Patent Application Serial No. 10/812,341 entitled "INTERNET-BASED BRAND MANAGEMENT AND MARKETING COMMUNICATION INSTRUMENTATION NETWORK FOR DEPLOYING, INSTALLING AND REMOTELY PROGRAMMING BRAND-BUILDING SERVER-SIDE DRIVEN MULTI-MODE VIRTUAL KIOSKS ON THE WORLD WIDE WEB (WWW), AND METHODS OF BRAND MARKETING COMMUNICATION BETWEEN BRAND MARKETERS AND CONSUMERS USING THE SAME", filed March 29, 2004 and for which a U.S. Letters Patent is sought.

I hereby state that I have reviewed and understand the contents of the above identified Application, including the Claims to Invention thereof.

I hereby claim the benefit of the earlier filing dates of the following Patent Applications listed below: Application No. 10/693,856 filed October 24, 2003, Application No. 10/602,990 filed June 24, 2003, Application No. 09/716,848 filed November 17, 2000; Application No. 09/695,744 filed October 24, 2000 Application No. 09/641,908, filed August 18, 2000 Application No. 09/599,690 filed June 22, 2000; Application No. 09/483,105, filed January 14, 2000; Application No. 09/465,859 filed December 17, 1999, now abandoned; Application No. 09/447,121 filed November 22, 1999; Application No. 09/441,973 filed November 17, 1999; Application No. 09/284,917 filed October 27, 1999, now abandoned, which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; U.S. Application No. 08/736,798 filed October 25, 1996, now U.S. Letters Patent No. 5,918,214; Application No. 08/752,136 filed November 19, 1996, now U.S. Letters Patent No. 6,064,979; Application No. 08/826,120 filed March 27, 1997, now abandoned; Application No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent 5,950,173; Application No. 08/871,815 filed June 9, 1997; and Application No. 08/936,375 filed September 24, 1997, now abandoned; each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

I hereby acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including material information which became available between October 25, 1996, the filing date of the prior U.S. Application No. 08/736,798 identified above, and March 29, 2004, the national filing date of this application.

Combined Declaration Of Inventorship
And Power Of Attorney
USSN 10/812,341

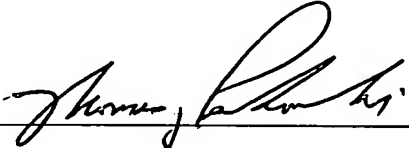
I hereby appoint Thomas J. Perkowski, Esq., Reg. No. 33,134, of Soundview Plaza, 1266 East Main Street, Stamford, Connecticut 06902, to represent Applicant before the United States Patent and Trademark Office and to transact all business in connection with the above-referenced application, and any continuation, division and continuation-in-part applications thereof.


All statements made herein of my own knowledge are true, all statements made herein on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and may jeopardize the validity of the application or any patent issuing thereon.

Please send all future correspondence in the above-referenced application to the undersigned attorney at the following address:

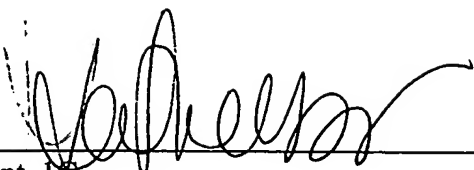
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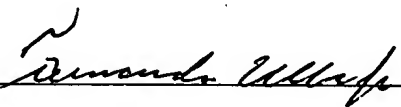
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